

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Regular Meeting of January 21, 2020**  
**Meeting Room A**

The regular meeting of the DDA Board was called to order at 8:07 a.m.

**ROLL CALL**

**Present:** *Mayor Brian Turnbull, Carolann Ayers, DJ Boyd, Margene Buckhave, John Casey, Ryan McKindles, Greg Presley, Shawn Riley, Mary Starring*

**Absent:** *Aaron Cozart, Jim Long*

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Barbara Moroski-Browne/City Council, Sarah Prescott/School Board, Fred Sheill/Resident, Scott Buie/Resident, Dave Gutman/Resident, Leanie Bailey/Mill Race Village*

**AUDIENCE COMMENTS**

Scott Buie spoke representing the Northville Food and Wine Festival. The event had 800 paid customers and upwards of 1500 people that attended. They had mostly positive feedback from participants, vendors, and merchants on this first-time event. Buie is concerned that if the new proposed event policies were adopted there would be only one weekend in July to have their event. Northville Food & Wine plan to partner with the Northville Education Foundation this upcoming year and the NEF would have a harder time getting volunteers in July. Buie was also concerned about the shorter planning time they would have if the event is pushed from September to July. Buie is aware there are other venues available but those come with additional costs. Buie is requesting for 2020 that the City make an exception and allow them to have their event in September. Buie stated that in 2021 they would have the time to choose a new date.

**APPROVAL OF CONSENT AGENDA**

Consent Agenda:

- a. December 2019 Financial Statement
- b. December 2019 Invoice Report
- c. December 17, 2019 DDA Board Meeting Minutes
- d. December 17, 2019 PA 57 DDA Board Meeting Minutes

Ayers commented that based on the attendance at the last DDA Board meeting in December, 3 City Council members were present which constituted a quorum. Ayers would like the City attorney to review the policy regarding what constitutes a quorum at city meetings. Turnbull said that the City just went through MML training and Chris

Johnson felt it was acceptable as long as no City Council business was discussed. Sullivan said the Attorney General has given guidelines on the Open Meetings Act and as long as they are not conducting city business at the meeting they can attend. Ayers questioned who is allowed to speak at the DDA meetings and Sullivan responded that City Council members can speak as long as they are not making decisions on City Council business.

Presley requested the minutes from the previous meeting be amended to say "Watermark has a property management company" not "just started a management company" because the management company has been in existence for 3 to 4 years.

Gutman requested the spelling of his last name be corrected.

**Motion by McKindles, seconded by Casey** to approve the Consent Agenda. **Motion carried unanimously.**

### **ELECTION OF OFFICERS**

Ward stated that every year in January the DDA elects' officers. There is no requirement that the secretary or the treasurer be DDA Board members. Ward sent out the slate of candidates in advance of the meeting. Ward asked if there were any additional Board members interested in running for an officer position. No additional names were put forward. The slate of officers for 2020-21 include:

Chair – E. Shawn Riley  
Vice Chair – John Casey  
Secretary – Jeri Johnson  
Treasure – Carolann Ayers

**Motion by McKindles, seconded by Boyd** to elect the slate of candidates from 2019 for 2020. **Motion carried unanimously.**

### **SPECIAL EVENTS POLICY**

Ward presented the background and recommendations of the Special Events committee highlighted in Attachment 6. Below is a summary of recommendations:

- All Downtown events requiring street closures must contribute to the economic enhancement, cultural enrichment, and/or promotion of Downtown Northville;
- The proposed location must be suitable for the event, with consideration given to crowd size, traffic flow, parking, electricity, health and safety, and impact on the site;
- Applications should be received at least 90 days in advance of the event date;
- If the event is an annual event, the applicant may include the following year's requested date. This is intended to ensure that community events have the ability to reserve the same date year to year;

- There is a rolling deadline for special event applications. Applications are reviewed on a first come, first served basis;
- Events with full day (6 hr.+) street closures downtown are limited to either 2 full day (6 hr.+) per month or 1 multi-day event per month;
- Events schedule in consecutive weeks will not be permitted;
- Events have to be accessible and open to the public. Exclusively private ticketed events are not permitted;

Ward also said the Special Events Committee recommended improved communication between the downtown businesses and the event coordinators. An email should be sent out prior to the event with a link to the special event application. A follow up survey after the event was also suggested so events could be evaluated and the results provided to City Council. The subcommittee advises City Council to reexamine its Ford Field rental policy so that future events will consider using the city park and other venues.

Riley said the main reason the Special Events Subcommittee formed was in response to the merchant's complaints that Main Street was closed multiple consecutive weekends in the month of September. Offering a choice of different event venues will help alleviate some of the overuse of Main Street. Turnbull said we really don't want to say no to events but rather come up with alternative venues. Ayers questioned whether we consider the economic benefit to the business community as part of our criteria when approving events. Ward said at the present time we do not consider economic benefit to merchants when approving events.

Ward pointed out there are currently no costs for renting Town Square and yet there are City costs incurred. Moving forward we should be charging enough to at least cover the City costs incurred during the event and be more in line with what other event venues are charging.

The two events currently being impacted by this new policy is Spectrum Fest and Northville Food & Wine. The hope is that they would choose an alternative weekend or new location.

Ayers suggested we adopt the new policy and exceptions would be considered on an individual basis by City Council. Riley said there was extensive research done of other communities' policies to come up with the proposed changes. Ward reiterated that closing streets in the downtown should provide value to the downtown community.

Sullivan wanted clarification on the policy change that states, "Events have to be accessible and open to the public. Exclusively private ticketed events are not permitted." Ward explained that the purpose of that policy addition is to make the community feel welcome and able to participate. A high-ticket price can discourage people from attending. After much discussion it was decided the policy should be amended to say "Events must be accessible and open to the public" and drop the "Exclusively private ticketed events are not permitted." Buckhave said it will then be up to City Council to decide if the event meets the criteria of providing economic enhancement, cultural enrichment, and/or promotion of Downtown Northville. Ward said a follow up event

survey would also give feedback to Council when making decisions for next year. McKindles suggested a line on the event application for ticket sales and prices so there would be no surprises.

**Motion by Ayers, seconded by Boyd** to approve the updated Special Events Policy language removing the line that says “Exclusively private ticketed events are not permitted”. **Motion carried unanimously.**

## **2020-21 DDA GOALS AND OBJECTIVES**

Ward said the DDA’s 5 standing committees met and updated their individual goals and objectives for the fiscal year 2020. These goals were then reviewed by the Organizational Committee and packaged into a single document. One of the goals this year was to make the objectives more aspirational. The committees also tried to identify one leading goal, down from several in previous years.

Presley questioned when the Organizational Committee plans to host a joint meeting with the DDA, City Council, HDC & PC. Ayers responded after City Council approves the DDA Goals & Objectives they will then be able to schedule a meeting. Ayers believes this meeting is needed to assure that all the different committees are on the same page. Boyd had met briefly with Sullivan regarding the meeting and Sullivan suggested drafting an agenda as to what would be discussed. Depending on what needed to be discussed it might not require all the groups be present.

Boyd is concerned about the DDA fund balance and how the DDA will prepare for some of the large expenses on the horizon. Boyd mentioned the bond debt we are currently servicing will expire in 2025. If the DDA were to maintain the \$170,000 debt service for a longer period of time how much money would we be able to collect through a bond sale? Finance Director Sandi Wiktorowski did some preliminary review of the debt and it appears the DDA could have close to 2 million dollars available with the roughly same level of debt service. Boyd wants the Board to get comfortable with the idea of accessing some of that available bond money to help with the expected future major expenses and maintaining a healthy fund balance. Ward mentioned it is not just the \$300,000 for the MainCentre Deck that will need to be financed, but also the ongoing maintenance of the two decks and the surface lots. Ayers voiced concern about the majority of our budget going to parking repairs and not funding downtown enhancement projects. McKindles agreed with Ayers and felt that a conversation with the City about their commitment level of financing the parking decks and lots is important before the DDA takes on more debt. Sullivan pointed out that the City budget is also stretched to its limits. Ayers stressed that the only way for the DDA to increase revenue is to encourage development within the DDA boundaries. Presley suggested the City Council needs to consider increasing the DDA boundaries to include the Cady Street and Cady Town.

Riley wanted the first goal of the Marketing Committee to be revised to read Marketing Mix Committee. Riley would also like the goal “Encourage the update of the City’s Special Event Policy” removed since it has been completed. Ward cautioned removing

the goal because we still have some tweaks that will need to be made on the event application moving forward.

**Motion by Boyd, seconded by McKindles** to approve the 2020-21 fiscal DDA Goals & Objectives with the amendment to the Marketing Committee as noted above. **Motion carried unanimously.**

### **FRIDAY NIGHT CONCERT SERIES**

Ward updated the Board about the Chambers desire to hand over the Friday Night Concert Series to the DDA. The DDA has been contributing about \$7,000 towards the series yearly. Last year we added an additional 2 concerts which brought our total contribution to \$10,600. Currently the total expenses for the series is \$20,000 but the goal is to increase the budget to \$25,000 to provide more and higher quality concerts. Riley said that the DDA is waiting to hear back from the Chamber about the sponsorship dollars that would transfer over to the DDA. Riley would like to see new energy put into the concert series. Casey voiced concern over being late in the game getting sponsors for this upcoming season. Turnbull would like to see bigger bands play once a month at Ford Field and he is in pursuit of sponsorship dollars. The Board had concerns taking on this concert series so late in the game.

### **COMMITTEE INFORMATION AND UPDATE**

*a. Design Committee:*

Ayers asked if we are moving forward with induction lighting and having the DPW install the conversion kits. Ward said it has not been approved yet but she will send the location of the example light for the Board to approve. Boyd said the Design Committee has been going back and forth with Buzz regarding the new signage and branding. He expects to have more clarity in the next month. Sullivan asked if the current entrance signs could be used by the event planners this summer. Ward said no because we hope to have the new signs in place by May. The two cross street banners could also be installed in the spring so the event organizers would still have locations to advertise their events.

*b. Marketing Committee:*

Riley said that Los Tres Amigos is open. The owner of Rock on Main is retiring. Haven is closing but Dear Prudence is expanding into the vacated space.

*c. Parking Committee:*

Ward said the committee met to discuss the two 15-minute parking spots assigned on N. Wing Street for Sweet Brew. The business has not been utilizing the spaces and so was it necessary to keep them short term parking. The committee agreed to not make any changes but to continue monitoring.

*d. Organizational Committee:*

No additional comments

e. *Economic Development Committee:*

Presley said Watermark received a lot of opinions during the week they visited. The Community seems to have an aversion to apartment style living. Watermark would need to do a better job educating the residents on the value of the apartment product. Presley also said the take away was less parking and more green space. Watermark is waiting on the Planning Commission to move forward with their Master Plan updates before they continue move forward on their project.

**FUTURE MEETINGS/ IMPORTANT DATES**

A list of future meeting dates and important events were provided in the Board packet.

**BOARD AND STAFF COMMUNICATION**

The next DDA Board meeting is scheduled for February 18, 2020.

**Meeting adjourned at 10:15 am**

Respectfully submitted,  
Jeri Johnson, Marketing and Communications Director  
Northville DDA